DEPARTMENT OF HEALTH AND HUMAN SERVICES
PUBLIC HEALTH SERVICE
CENTERS FOR DISEASE CONTROL AND PREVENTION
OFFICE OF COMMUNICATION
ATLANTA, GEORGIA 30333

DATE ISSUED: June 28, 2005 DATE RESPONSE DUE: July 20, 2005

Questions are to be submitted via email to Helen Mitchell, hjm3@cdc.gov by July 8, 2005

Proposals are to be submitted via email to Helen Mitchell, hjm3@cdc.gov by July 20, 2005

REQUEST FOR TASK ORDER PROPOSAL NO.: CDC-22 under the NIH PICS (Public Information and Communications Services #263-01-D-0148 Thru 0209)

http://dssa.od.nih.gov/pics/default.htm

TITLE: Communications and Dissemination of Findings and Materials from Radiation Studies Branch Research Projects

CONTRACT REFERENCE: NIH PICS – 259 -CDC 22

This RFTOP includes tasks for:

- Marketing and Communication (6);
- Concept, Message, and Materials Development and Testing (1, 8, 14);
- Implementation (6);
- Documentation and Feedback (1, 15);
- Project Management (8, 14);
- Technical Assistance and Training (3, 4);
- Public Relations, Networking and Outreach (5, 6, 7);
- Conference Planning and Implementation (11).

PAGE SUGGESTION: Please limit text to not more than 30 pages excluding budget justification and sample materials included as any attachments.

BUDGET FORMAT SUGGESTION: Please provide cost information for items listed as deliverables under each objective individually. Pricing should be submitted in a cost-plus-fixed gee format/basis.

FUNDING RANGE:

- □ Under $100,000
- √ **Over $100, 000 but less than $300,000**
- □ Over $300,000 but less than $500,000
- □ Over $ 500,000 but less than $ 700,000

- ☐ Over $700,000 but less than $1,000,000
- ☐ Over $1,000,000

BACKGROUND: The Radiation Studies Branch (RSB), Division of Environmental Hazards and Health Effects, National Center for Environmental Health, works to identify the public health risks and potential human health effects from environmental exposures to ionizing radiation and associated toxicants. The Secretary of the Department of Health and Human Services (DHHS) and Secretary of the Department of Energy (DOE) signed a memorandum of understanding in 1990 setting forth guidelines for the conduct of energy-related epidemiological research at DOE facilities by DHHS. Responsibility for implementation was delegated by DHHS to the CDC. RSB has the specific responsibility for this research, which has included ongoing projects at the Savannah River Site, Hanford, Idaho National Environmental and Engineering Laboratory, and Los Alamos National Laboratory. This epidemiological research, which includes reconstructing historical releases of radioactive contaminants from weapons production facilities and national laboratories and analyzing risk to potentially exposed populations, is still in progress. Communications initiatives regarding these studies, including public dissemination of the study results, as well as other health information related to environmental exposures, is also still in progression.

In addition to this epidemiological research, RSB has undertaken major communication and education initiatives in emergency preparedness. Following the September 11, 2001, terrorist attacks and the anthrax attacks of Fall 2001, the role of the public health system evolved significantly. The CDC's role in leading the way to prepare for and respond to public health emergencies, such as the smallpox eradication effort in the 1970s, suddenly transitioned to facing the threat of intentional use of such agents. The public health threat associated with the release of biological, chemical, radiological, and nuclear agents has drawn the CDC into a national security role, and terrorism preparedness and response is now a top CDC priority. A strategy to prepare for and respond to terrorist threats is described in the CDC/ATSDR 5-year plan for "A National Public Health Strategy for Terrorism Preparedness and Response 2003 – 2008." In accordance with this plan, RSB's role also expanded to prepare for and respond to public health emergencies involving intentional use of radiological and nuclear agents.

The RSB contributes its expertise to this radiological and nuclear terrorism preparedness and response effort through several ongoing initiatives requiring communications support. First, formulative research is essential to identify relevant information for planning and delivery of prevention and preparedness programs. This research includes solicitation of advice from internationally recognized field experts through mechanisms such as roundtables. It also includes investigation of audience research needs through public, clinician, and public health organization focus groups. This ongoing research is used to develop multiple preparedness initiatives, including the development and dissemination of public health guidelines on topics such as population monitoring, handling contaminated deceased persons, and hospital guidelines for handling mass casualties. Development of health information for the public, including redesign and expansion of the radiological portion of the CDC emergency preparedness web site, is also a major initiative. In addition, development of information for clinicians responsible for care delivery following radiological and nuclear events and clinician education, in the form of training, literature, and care delivery tool development, are also major initiatives. The

communications research, audience analysis, and materials development and testing will all require support services to develop and implement.

PROJECT OBJECTIVES:

1) To develop communications materials for ongoing RSB empirically based energy research initiatives and other public health information related to environmental exposures.
2) To develop communications materials for ongoing RSB emergency preparedness and response initiatives.
3) To provide ongoing on-site strategic and planning support and technical assistance for general communications issues related to CDC/RSB goals and projects.

DESCRIPTION/SCOPE OF WORK:

Objective 1:

To develop communications materials for ongoing RSB empirically based energy research initiatives and other public health information related to environmental exposures.

a) Complete analysis, development and implementation of comprehensive redesign plan for RSB public information web site on environmental exposures to radiological agents, including the following activities:

1) Develop familiarity with technical content of public information materials generated by RSB on environmental exposures to radiological agents. Develop thorough understanding of specific radiological agents, the impact of environmental exposure, and the potential health effects.
2) Develop familiarity with general CDC and specific NCEH/ATSDR graphic design policy recommendations and how those policies were incorporated into web site designs in various CDC centers.
3) Complete thorough analysis of current RSB web site design, including formative research on the needs and perceptions of the target audience, current materials content analysis, and current graphic presentation of overall web and fact sheet design.
4) Develop and implement a comprehensive plan for RSB web redesign incorporating research findings from steps 1-3 above, including recommendations for graphic redesign, revision of current content, and expansion of content based on audience research.

Objective 2**:**

To develop communications materials for ongoing RSB emergency preparedness and response initiatives.

a) Develop low literacy materials for emergency preparedness and response for radiological and nuclear incidents, including the following activities:

1) Develop familiarity with technical content of current public information materials generated by RSB on intentional exposure to radiological agents through acts of terrorism. Develop thorough understanding of potential radiological incidents, potential impact on the public health, and protective guidelines.

2) Complete creative brief, including analysis of 1) current literature on the needs and perceptions of targeted low literacy audience regarding radiation exposure, 2) current materials on CDC radiological emergency preparedness web site, and 3) graphic presentation of these current materials; include recommendations for redesign in accordance with research findings regarding targeted low literacy audience.
3) Develop low literacy materials in accordance with steps 1 and 2 above.

b) Develop matte articles for news media outlets on basics of emergency preparedness and response for radiological and nuclear incidents, including the following activities:
1) Develop familiarity with current public information materials generated by RSB on emergency preparedness and response, including previous research conducted to analyze audience needs. Develop thorough understanding of potential radiological incidents, potential impact on the public health, and protective guidelines.
2) Complete comprehensive analysis of material design, including current availability of materials for news audiences on this topic, analysis of target audience needs and preferred materials format, and recommendations regarding content and presentation design.
3) Develop materials in accordance with steps 1 and 2 above.

Objective # 3:
To provide ongoing on-site strategic and planning support and technical assistance for general communications issues related to CDC/RSB goals and projects.

a) Plan and facilitate roundtable discussions of selected expert scientists, government officials, communications experts, professional organizations, and clinician stakeholders who can provide input and recommendations for developing emergency response and preparedness guidelines for radiological terrorism incidents.

b) Develop and implement plan to support communication of guidelines developed by the roundtable discussions, including recommendations on the most effective and appropriate channels of communication that will reach target audiences; materials development such as PSAs, fact sheets, web site additions; focus group testing of materials with intended audiences; completion of necessary adjustments in order to more effectively communicate information to the target audiences.

ITEMS FROM CDC APPROPRIATE FOR TASK COMPLETION:
1) Research data conducted by RSB relevant to the scope of work described in this task order.
2) Copies of all current communication materials developed by RSB.

DELIVERABLES:

Objective #1:
1) On-site planning meeting with RSB staff within one month of the award of the task order to discuss plans and develop project timeline.
2) Written draft plan for web site redesign including analysis of recent audience research and recommendations for graphic presentation revision, current content reorganization and revision, expansion of content with regard to target audience needs, and usability and content

testing with intended audiences. Plan must be complete and ready for review by RSB staff within 6 months following award. Following review, RSB recommendations must be incorporated into the plan within 1 month after review.

3) Implementation of web site redesign in accordance with approved plan, including graphic design changes of current web site information and expansion of content with approximately 10 Fact Sheets. Additional materials may be developed based on the recommendation of the contractor as the specific written plan is developed. Redesign must be complete by May 1, 2006.

Objective #2:

a) Low literacy materials:

1) Written plan for development of literacy materials including analysis of findings, recommendations regarding graphic design, and recommendations for content complete by 6 months following the award.

2) Written materials including approximately 4 fact sheets designed in accordance with written plan. Additional materials may be developed based on the recommendation of the contractor as the specific written plan is developed. All materials must be developed by May 1, 2006.

b) Matte articles:

1) Written plan describing findings and recommendations for content and format completed by 6 months following the award.

2) Design and development of approximately 5 articles for dissemination through CDC's media placement services. Additional materials may be developed based on the recommendation of the contractor as the written plan is developed. Articles will be completed incrementally over a period of 1 year following the award.

Objective #3:

1) Planning and facilitation of one roundtable discussion in Atlanta, Georgia, with not more than 30 participants. The roundtable will be done in support of research projects as dictated by appropriate development timelines over the course of the period of performance.

2) Written final summary report with back-up audiotapes on the discussions for submission to RSB within 6 weeks following the roundtable.

3) Comprehensive written plan for communication of roundtable recommendations due approximately 3 months following the roundtables, including creative brief describing the plans and content materials needed to support communication plan objectives.

PERIOD OF PERFORMANCE: **Date of award through May 14, 2007**

SPECIAL CLEARANCES: Usual agency clearances for releasing information to the public and the press, including 615 clearance for materials released directly from CDC.

EVALUATION CRITERIA: The task order will be awarded to the contractors whose proposals are considered to be the most advantageous to the government, price and other factors considered. Technical factors will be weighed more heavily than budgetary factors. The Government will not make an award at a significantly higher overall cost to the Government to achieve only slightly superior performance.

The Government will perform a qualitative technical review of proposals based on the following criteria:

Criteria	Value of Criteria
Understanding of radiation health effects	25%
Similar experience	20%
Technical approach	35%
Staffing and management	20%
Total	100%

Understanding of radiation health effects: Provide information demonstrating an understanding of risk communication principles and health communication and education challenges unique to the issues of radiological exposure and related health effects.

Similar experience: Provide information reflecting experience of assigned staff that is similar in complexity and size to the anticipated project.

Technical approach: Contractors should provide a discussion of their technical approach for providing the services required for this task order. This criterion will be evaluated according to the soundness, practicality and feasibility of the contractor's description of the approach for providing the specified services. Descriptions of who will be responsible for each deliverable and timeline should be provided.

Staffing and management: Contractors are to provide 1) a staffing plan that demonstrates their understanding of the labor requirements for this task order, 2) a management plan than describes their approach for managing the work, to include subcontract management if applicable, 3) names of employees with proven track record in developing and implementing project strategies. This criterion will be evaluated according to the soundness, practicality and feasibility of the offeror's staffing and management plans for this task order.

This task order will be awarded to the offeror whose proposal is considered to be the most advantageous to the Government, price, and other factors (identified above) considered.

Technical factors will be more important in this evaluation. The Government will not make an award at significantly higher overall cost to the Government to achieve only slightly superior performance. Award of the Task Order will be made to a single offeror whose proposal provides the combination of features that offers the best or greatest overall value to the Government. In accordance with FAR 15.101-1, the trade-off process will be used by the Government to consider award to other than the lowest priced offeror or other than the highest technically rated offeror. This process will permit the Government to make trade-offs among price and non-price factors such as technical rating and allow the Government to accept other than the lowest priced proposal. Overall price to the Government may become the ultimate determining factor for award of a Task Order as proposals become more equal based on the other factors.

All offerors will be informed as to 1) Contractor receiving award; 2) Amount of award; and 3) Basis for award.

PROPOSED TECHNICAL MONITOR: Carol McCurley, RSB/EHHE/NCEH
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